

OXCEL INTERNATIONAL CONFERENCE



The Oxford Centre
for
Leadership,
United Kingdom

Date: 8th July 2008
**Venue: Berjaya Times Square Hotel
& Convention Centre,
Kuala Lumpur, Malaysia**



Institut Bank-Bank Malaysia
Institute of Bankers Malaysia

WWW.OXCELASIA.ORG



24/7 Innovation

- instilling a pervasive culture of innovation -

Steve Shapiro

Amazon.com #1 Best-Selling Author
1st time LIVE in Malaysia from USA



Branding & Sales Secrets

- what the best don't want the rest to know -

Ernesto Verdugo

Global Sales Guru, Amsterdam
From \$26Mil → \$106Mil in 1 Year



Dreaming The Impossible

- from Asia to Las Vegas -

Anita Sarawak

**18 Years of Leadership at
Caesars Palace, Las Vegas**

5 reasons to join:

- 1** Best-practice case studies on industries:
 - Financial Services
 - Technology
 - Construction
 - Automotive sector
 - Airlines
 - Manufacturing
 - Hotels & Entertainment
- 2** Automatic membership of The Oxford Centre for Leadership, UK. You will be kept updated of its monthly networking activities
- 3** Leadership experts and successful entrepreneurs share their knowledge and experience
- 4** Experience the relaxing rainforest ambience for enhanced learning and networking

5

**40%
EARLY
BIRD
DISCOUNT**

Official Business Magazine:



Official Bookstore:



Supported by:



EUROPEAN
COUNCIL FOR
BUSINESS
EDUCATION

24/7 Innovation

- instilling a pervasive culture of innovation -

Best-Selling Author of 3 Creativity & Innovation Books
Featured in 500 newspapers and magazines &
4 dozen radio and television shows

Steve Shapiro

has inspired hundreds of thousands of people in 27 countries with his speeches on creativity and innovation. During his 15 year tenure with the international consulting firm Accenture, he established and led their Global Process Excellence Practice and developed innovation training that was delivered to over 20,000 consultants.

In 2001, Shapiro changed direction and left the management consulting world to promote his first book **24/7 Innovation: A Blueprint for Surviving and Thriving in an Age of Change** (McGraw-Hill) which was featured in *Investor's Business Daily* and the *New York Times*. He then wrote **Goal-Free Living: How to Have the Life You Want NOW!** (Wiley) which became the #1 Amazon.com "Business Motivation" and #1 BarnesandNoble.com "Self-Improvement" best seller.

What will his session be about?

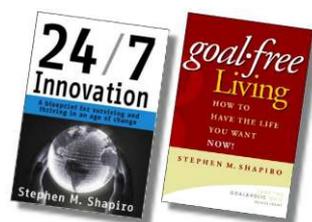
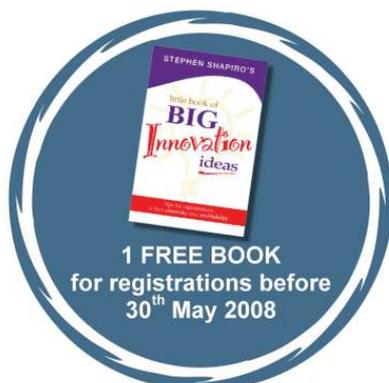
Customers today are perplexingly fickle and demanding, and they want us to do things that our detailed binders of workflows are not able to handle. Come and listen to Steve share how your organisation will be able to handle all your current and future problems.

Steve's session will give you the framework to create a pervasive culture of innovation that will allow your organisation to outperform the competition and always stay a few jumps ahead.

Steve will show you how to collect and connect the dots between ideas, disciplines, ways of looking at problems and experiences and turn it all into a creative pool of innovation that you will use to propel your company to the next level.

His sessions are titled:

- **Innovation Strategy**
A framework for targeting innovation
- **Institutionalising Innovation**
Tips for getting the most from your people
- **The Performance Paradox**
Why working hard often reduces performance
- **Creative Thinking**
Techniques for generating new and radical ideas



5 Quick Facts

- Featured on **O, The Oprah Magazine, The New York Times, Newsweek, Entrepreneur, Investors Business Daily** and **Tom Peters.com**
- He has written 3 books **24/7 Innovation: A Blueprint for Surviving and Thriving in an Age of Change, Goal-Free Living: How to Have the Life You Want NOW!** and **The Little Book of BIG Innovation Ideas**
- Interviewed on **Fox Morning News, The Daily Buzz, CBS 4 Sundays with Liz Walker** and **PBS's Between the Lines**
- Among the dozens of leading organizations he has advised are **Harvard University, GE, Dell, Intel, Fidelity Investments, UPS, Staples, Pearson Education, BMW, MIT, BP, Financial Times & Lockheed Martin**
- Stephen is the **President for the New England Chapter of the National Speakers Association**

What other leaders say about him:-

"Your topic was a big hit and exceeded our member and board expectations in every way."

Diana Hammer,
Vice President, Fidelity Investments

"I am delighted to report that the expectations and anticipated outcomes for this year's conference were by far exceeded on every front. This is due in no small part to your special contribution to our programme."

Joseph Cleveland,
CIO and President, Lockheed Martin

"Thank you for a fabulously thought provoking presentation."

Anthony Priest,
President, Harvard Business School
Club of Washington DC

"When Stephen steps on stage he's like a bolt of lightning electrifying the room."

Traci Fenton,
Founder & CEO, WorldBlue Inc

"When he was done, he received a standing ovation - unusual for our group. I highly recommend Stephen as a speaker."
Victoria Cliche, Executive Director,
Creative Education Foundation



Branding & Sales Secrets

- what the best don't want the rest to know -

Founder of Entertraining Etc, Netherlands
Creator of Corporate Soul Searching
Author of Making Your Life A Masterpiece



Ernesto Verdugo

is considered one of the best accelerated-learning facilitators in the market. From the opening energizer to the final anecdote, Ernesto personifies energy, intuition, creativity and realism. His uncanny ability to increase a business bottomline by uncovering hidden assets, overlooked opportunities and undervalued possibilities has captured the attention and respect of managers and CEO's around the world. After his presentation you'll feel inspired, amused and most important, ready to apply the tools that will transform your business and your personal life forever!

What will his session be about?

Ernesto understands that to generate powerful brands and impressive sales isn't a matter of luck. He will take you step-by-step on how to challenge paradigms, leverage diverse resources, think expansively and critically, and target critical areas for innovation and creativity to achieve brand recognition.

The session teaches participants how to manage thinking in order to do away with rigid belief systems and myopic perspectives so they can achieve amazing breakthroughs.

His sessions are titled:

- **Inspire!**
yourself and others to achieve
- **Empower!**
the teambuilding process with a new, dynamic, and collaborative technology
- **Challenge!**
your ideas on successful branding and sales to create immediate belief and trust on the product and you
- **Develop!**
frameworks capable of breaking stagnant convention and inspiring novel approaches to branding and sales
- **Complement!**
the creation or introduction of innovative products or services
- **Incorporate!**
creative, interactive, and positive humour into your organisation

5 Quick Facts

- Ernesto **increased the corporate market share by 26% for a major European Airline** in an extremely competitive market place
- Ernesto has increased the revenues of a company from **USD26,000,000 in revenues to USD106,000,000 in revenues in 1 Year** using his methodology
- Ernesto has spoken and consulted in over **46 countries with people from over 97 Nationalities.**
- Ernesto is Ranked 127th in the list of most traveled people in the world. Having **visited a total of 219 Countries**
- Ernesto is an **Investor, Author, and Internet Entrepreneur** running over **100 profitable websites**

What other leaders say about him:-

I must say that it is one of the most exhilarating seminars I've been to... The information given, manages to find ways into your sub-conscious mind, therefore you do not have to memorize.

Huda Nahas,
UN/World Food Programme,
Damascus, Syria

It was great! It opened my eyes and gave me a better understanding of my team.

Heimo Leitgeb,
General Manager, Radisson SAS,
Viena, Austria

"I think of all the effective teachers I've had over the years with a sense of recognition, but those who have touched my heart I remember with a deep sense of gratitude... Thank you, Ernesto for your passionate teachings."

Marian Boellaard,
Zürich, Switzerland

"On a scale of ONE to TEN I personally rate the seminar an ELEVEN!"

Maria Fernánda Andrad,
KLM Royal Dutch Airlines,
Guayaquil, Ecuador

A very different type of conference!

Relaxing	Island-grouped seating surrounded by leafy plants
Refreshing	Rainforest themed hall
Entertaining	4-piece band accompaniment during refreshments and lunch
Networking	Cocktails for refreshments and lunch
Learning	From achievers

Dreaming The Impossible

- from Asia to Las Vegas -

TV Host
International Diva
Entrepreneur & Investor



Anita Sarawak

went from Asia to Las Vegas with a dream of performing at the world's entertainment capital and made good on her dream. Would you want to do the same for yourself?

Yes, dreaming the impossible into reality is tough... you need the correct attitude, the drive and determination, self-confidence and discipline amongst others to succeed.

Anita will share with you her 18-years of constantly reinventing and leading change while performing at Ceasars Palace, Las Vegas. She will show how she achieved success in one of the most competitive showbiz centres in the world, her ups and downs, her exhilarating performances and her can-do attitude, all of which you can implement into your own life.

Mahathir Abdullah

Anita's husband who has been her pillar of strength and creative support was her source of inspiration to return to Asia after 18 successful years at Ceasars Palace. He will share how they have made a positive difference in society and how you can contribute as well.

Ever had a dream that you were too afraid to try because of what people would say if you failed?

Ever wondered if you could achieve the impossible but were held back by self doubt?

Did you have ideas that you did not try, but someone else did, and they have made their dreams come true?

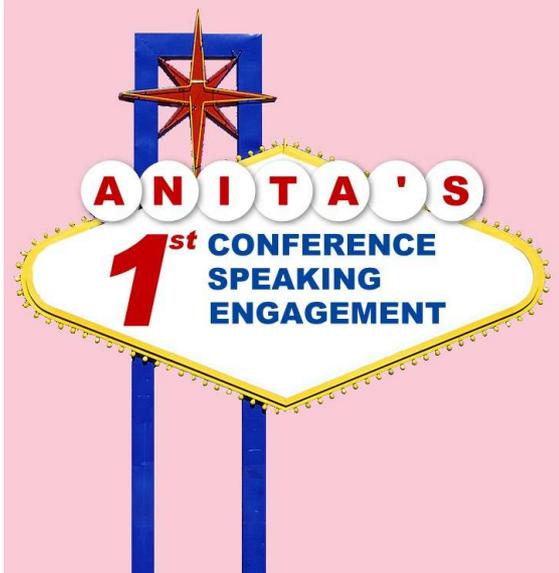
Be infected and inspired to challenge yourself to make a positive difference and walk down that road of success.

5 Quick Facts

- Anita was hired to sing in a variety show when she was 16 and has been **performing professionally since the age of 17**
- Anita speaks 3 languages but can **sing in 9 different languages**
- Anita moved to Las Vegas in 1985** and performed at Ceasars Palace for 18 Years
- The **'Bersama Anita Sarawak'** talk show hosted by Anita which has run for **6 successful seasons** focuses on health and community issues. Anita's latest programme **'Kwek Mambo Anita'** which although entertainment based, **inspires the audience to achieve** with motivational tips and interesting quips
- Her other business interests include **POISE Boutique and investments in landed and commercial properties, all of which are based in Las Vegas**



Time	Programme Details
08:15am	Registration for guests and delegates
08:45am	- Welcome address by Director of The Oxford Centre for Leadership - Welcome address by Guest-of-Honour - Launch of OXCEL International Conference
09:10am	Steve Shapiro Session 1 – Innovation Strategy Session 2 – Institutionalising Innovation
10:40am	Networking / Tea Break
11:00am	Session 3 – The Performance Paradox Session 4 – Creative Thinking
12:30pm	Networking / Lunch
1:30pm	Ernesto Verdugo Session 1 – Inspire & Empower Session 2 – Challenge & Develop
3:30pm	Networking / Tea Break
3:50pm	Session 3 – Complement & Incorporate
5:45pm	Anita Sarawak Dreaming The Impossible
6:30pm	End of Programme



COMPANY/ ORGANISATION DETAILS

Name of Company / Organisation: _____

Address: _____

Name of Contact Person: Mr / Ms _____

Tel: _____ Fax: _____ Email: _____

PARTICIPANTS DETAILS

1. Mr / Ms: _____ Mobile: _____

Email: _____ Designation: _____

2. Mr / Ms: _____ Mobile: _____

Email: _____ Designation: _____

3. Mr / Ms: _____ Mobile: _____

Email: _____ Designation: _____

4. Mr / Ms: _____ Mobile: _____

Email: _____ Designation: _____

5. Mr / Ms: _____ Mobile: _____

Email: _____ Designation: _____

Total Number of Participants: _____ Designation: _____

Approving Manager's Name: _____

Signature & Company Stamp: _____ Date: _____

Please state membership/ discount no: OXCEL IBBM MPH _____

PAYMENT DETAILS

By Cheque: Made payable to **OXCEL Sdn Bhd**
Cheque / Bank Draft No: _____
Amount: RM _____

By Direct Deposit/ Transfer: **Maybank Berhad**
Bank Account Number: **514196 339536**
SWIFT code: MBB EMY KL
Bank Address: 62, Jalan SS 21/35, Damansara Utama, 47400 Petaling Jaya, Selangor, Malaysia

By Credit Card via website **www.oxcelasia.org**

TERMS & CONDITIONS

- **Cancellations:** A 80% refund for all cancellations received in writing 2 weeks before event date. Thereafter, the full fee is payable and a set of conference materials will be given.
- **Substitutions:** Registered delegates may be substituted prior to the event at no charge. Please notify in writing of the change at least 2-days before event date.
- **Payments:** Payment must be received at least 7 days prior to event together with completed registration form or entry into conference will be denied.

5 easy ways to register



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+603 7729 1070



+603 7725 5071



conference@oxcelasia.org



www.oxcelasia.org



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Selangor, MALAYSIA

**CONFERENCE FEES
PER PARTICIPANT**
(fee includes tea breaks,
lunch and course
materials)

Early Bird

Valid till 30th May 2008
RM900/ USD300

After 30th May 2008

Individual
RM1200/ USD400
Above 3pax
RM1000/ USD350

After 30th June 2008

Individual
RM1500/ USD500
Above 3pax
RM1200/ USD400

IBBM Members

Subsidised by IBBM
Individual
RM900

IBBM Staff Training Fund Members

Individual
RM500

OXCEL Members

Individual
RM900

MPH Readers' Circle Members

Individual
RM900

About The Oxford Centre for Leadership:



*The Oxford Centre
— for —
Leadership,
United Kingdom*

The Oxford Centre for Leadership is a leading professional organisation based in the United Kingdom with an office in Oxford (England) and an Asia-Pacific Representative Office in Kuala Lumpur (Malaysia).

The Centre's focus is to build-up leaders who will positively contribute to society and its development. The Centre also aims to foster leadership and increase the effectiveness of leadership at all levels in organisations and to establish standards of leadership that are relevant to different, non-western cultures.

OXCEL Awards recognise an individual's professional achievements via assessment based on OXCEL's proprietary 9 Qualities of Leadership Framework

OXCEL members comprise businesspeople, corporate executives, and politicians who have achieved a level of success and want to network with like minded individuals who are the nexus of leaders that will bring a positive difference to the world.

OXCEL runs monthly leadership seminars, 'The CEO Talks @ KL Tower', various networking events, residential conferences, international conferences and a CEO's Summit.

The Centre also offers certification options to employers who wish to reward employees with UK-based certificates upon completion of training held.

OXCEL is strongly represented in the Asia-Pacific region via representative offices in Malaysia, Bahrain, Hong Kong, Fiji Islands, Indonesia, Cambodia and Nepal.

About Institut Bank-Bank Malaysia:



Institut Bank-Bank Malaysia
Institute of Bankers Malaysia

Established in November 1977 as the professional and educational body for the banking and the financial services industry in Malaysia, Institut Bank-Bank Malaysia (IBBM) is the leader in providing industry-focused training programmes and certifications.

IBBM, established by the banking and financial services industry, is governed by a Council comprising representatives from Bank Negara Malaysia, the Association of Banks in Malaysia, Association of Finance Companies of Malaysia and the Malaysian Investment Banking Association (formerly the Association of Merchant Banks in Malaysia).

IBBM works closely with the financial institutions to design, develop and conduct Continuing Professional Development programmes. These programmes cover all aspects of domestic and international banking. IBBM conducts more than 1,000 training programmes, benefiting almost 25,000 trainees per year.

Another core activity is the provision of industry-focused professional certifications through the Institute's own curriculum and awards, or in collaboration with other educational institutions.

The transfer of knowledge is also facilitated through dissemination of information on banking and financial services via both print and electronic media, including the Internet.

IBBM also plays the role of training adviser to assist financial institutions or finance related organisations in identifying areas for staff professional development, and proposing the relevant training solutions

International Partners:

Bahrain



Indonesia



Malaysia



The Oxford Centre for Leadership Asia-Pacific Representative Office

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